Syllabus Marketing 101

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Course Overview:

This course covers 12 chapters of the textbook. Each chapter or chapter grouping includes a Discussion and an Exam. There are practicing quizzes to help you with the exams. The practice quizzes are voluntary and do not count toward your grade.

Chapter Groupings

Chp 1 Marketing: Creating and Capturing Customer Value
Chp 2&3 Company and Marketing Strategy & Analyzing the Marketing Environment
Chp 4&5 Managing Marketing Info & Understanding Consumer Behavior
Chp 6&7 Customer Driven Marketing & Products, Services and Brands
Chp 8 New Product Development & Life Cycle Strategies
Chp 9 Pricing: Understanding and Capturing Customer Value
Chp 10&11 Marketing Channels & Retailing & Wholesaling
Chapter 12 Communicating Customer Value

Discussions

If you have never participated in an on-line discussion, it might take a little getting used to. Here is how it works in this class. After you read the discussion question thoroughly, prepare a response and post it. This is called your FIRST ENTRY. Then, read your classmates responses. You need to reply to one classmate and either agree or disagree with their statement. This is called your FINAL ENTRY.

To receive a grade for a discussion, you must submit a FIRST and FINAL ENTRY within the accepted time frame. Discussions are timed and you can find the due dates on the calendar.

Your responses must be complete. The most important thing to remember is that you must include key terms and concepts from the book. If you are unsure of the key concepts and terms, you will find them highlighted in the chapter and listed at the end of the chapter.

Exams

Almost every chapter has a Practice Quiz and an Exam. Practices Quizzes do not count toward your grade. They are just there to help prepare for the exams.
**Policies & Grading**

Your grade is based on the following:

33% Discussion – the average of all discussion grades. Two lowest discussion grades dropped.

33% Exams – the average of all exams. Lowest grade dropped.

34% Final Exam – cumulative exam (all chapters with emphasis on chapters 10,11,12). Multiple choice and essay.

**Textbook**

Marketing: An Introduction, Armstrong/Kotler, Prentice Hall

Edition – a recent edition (10 or higher). My Marketing Lab is not required.

**MARKETING 101 - STUDENT LEARNING OUTCOMES (SLO)**

**SLO 1: Demonstrate an Understanding of Marketing and the Marketing Process**

Objective 1: Define basic marketing terminology

Objective 2: Demonstrate knowledge of how companies build profitable customer relationships

Objective 3: Demonstrate knowledge of marketing’s role in company strategic plans

Objective 4: Demonstrate ability to analyze a company situation using a SWOT analysis

**SLO 2: Demonstrate an Understanding of the Market Place and Consumers**

Objective 1: Analyze changes in the macroenvironment and prepare marketing recommendations
Objective 2: Identify sources of marketing information

Objective 3: Demonstrate knowledge of marketing research techniques

Objective 4: Demonstrate knowledge of consumer behavior

**SLO 3: Demonstrate Ability to Build the Right Relationships with the Right Customers**

Objective 1: Demonstrate ability to segment consumers using basic segmentation techniques

Objective 2: Demonstrate knowledge of marketing positioning

Objective 3: Demonstrate understanding of branding strategy

Objective 4: Apply branding strategy to a marketing situation

**SLO 4: Demonstrate the Ability to Design a Customer Driven Marketing Strategy**

Objective 1: Demonstrate knowledge of the New Product Development Process and the Product Life Cycle

Objective 2: Demonstrate knowledge of the marketing mix

Objective 3: Develop a marketing strategy for a new or existing product